Arboretum
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AUTUMN 1935 — SPRING 1936.

DESCRIPTIVE PRICE LIST OF

NEW ASTERS

or Michaelmas Daisies

(Novi-Belgii Section)

"Fair folk that face the morning skies
after a night of frost,
With beautiful and friendly eyes." . . .

All the Varieties described in this list
HAVE BEEN RAISED BY

ERNEST BALLARD

Old Court, COLWALL

Near MALVERN

And have been awarded
26 MEDALS
ONE F.C.C. and 32 AWARDS of MERIT
by the
ROYAL HORTICULTURAL SOCIETY

ALPHABETICAL LIST.

All raised by E. BALLARD.

	Price each s.	d.
AMETHYST (NEW)	5	0
ANITA BALLARD, A.M.	1	0
BAB BALLARD	2	6
BEAUTY OF COLWALL, F.C.C.		9
BEE'S BLUSH		9
BLUE EYES, A.M.	1	0
BLUE GEM, A.M.	1	6
BLUE JACKET, A.M.	3	6
BLUE PLUME (NEW)	5	0
CANDELABRA	3	0
CLEOPATRA		9
CLOUDY BLUE, A.M.		9
COUNTESS	2	0
DAZZLER (NEW)	5	0
DICK BALLARD, A.M.	1	0
DUCHESS		9
ELIZABETH BRIGHT	1	6
EMPRESS OF COLWALL, A.M.	1	6
ETHEL BALLARD, A.M.		9
FREEDOM, A.M.		9
GLORY OF COLWALL		9
GREY LADY		9
HEATHER GLOW, A.M.	1	0
LADY LLOYD		9
LAVENDER		9
LITTLE BOY BLUE, A.M.	1	0
LITTLE PINK LADY, A.M.	1	0
MAGGY PERRY, A.M.		9
MAID OF ATHENS, A.M.		9
MAMMOTH (NEW)	7	6
MARGARET BALLARD, A.M.		9
MARS	2	0
MISS EISLE	1	6
MOUNT EVEREST	1	0
MOTHER OF PEARL		9
MRS. GEORGE MONRO, A.M.		9
MULBERRY	1	0
NANCY BALLARD, A.M.		9
OCTOBER DAWN, A.M.		9
PEGGY BALLARD, A.M.		9
PETUNIA (NEW)	5	0
PINK PEARL	1	6
PIONEER	1	0
PURPLE EMPEROR	2	0
QUEEN OF COLWALL, A.M.	1	0
QUEEN ELIZABETH, A.M.		9
RACHEL BALLARD, A.M.	1	0
RADIANCE (NEW)	5	0
ROSETTE	1	6
ROSY MORN	1	0
ROYAL BLUE, A.M.	1	0
RUBY TIPS, A.M.	2	0
SATURN		9
SILVER SPRAY, A.M.	2	6
SNOW SPRITE	1	0
SNOWDRIFT, A.M.		9
STRAWBERRIES AND CREAM	2	0
SUNSET GLOW	3	6
SUN-KISSED (NEW)	2	6
TOM TIT (NEW)	2	0
WHITE BUTTON	1	0
WONDER OF COLWALL, A.M.		9

THE FOLLOWING

ASTERS

CAN ALWAYS BE SUPPLIED.

None of these are my own raising originally as are all others in the foregoing List.

BARR'S PINK. (Novæ Angliæ). Bright rose-pink. .... **9d.** each
CLIMAX. Well known, late large single blue. .... **9d.** ,,
ESTHER. Forms a bush, 2ft. high, small leaves, and an abundance of small pink flowers.... .... **1/-** ,,
KING GEORGE. (Amellus). Violet-blue. The best Amellus. .... **1/-** ,,
SONIA. (Amellus). The best pink amellus. .... **2/-** ,,
ULTRAMARINE. (Amellus). Deep violet-blue. .... **1/6** ,,
IDEAL. (Cordifolius). Small pale lavender-blue flowers. .... **1/-** ,,
QUEEN ANNE (Ericoides). Very dwarf with tiny white flowers .... **1/-** ,,
ASTER PYRENÆUS. Flowers in June, single upright flowers of a rich blue with orange eye. 1ft. A good plant. .... **9d.** ,,
ASTER LINOSYRIS. Silvery foliage, yellow flowers, rayless. 1½ft. **9d.** ,,
ASTER TRADESCANTI. Very late. White flowers. Asparagus-like foliage. 3ft. **9d.** ,,
ASTER LUTEUS. More correctly **Solidago Missouriensis,** the so-called "Yellow Aster." Small pale yellow flowers in August. An attractive border plant. 2ft. **9d.** ,,
ASTER ACRIS. A very old Aster which flowers early, having masses of shaggy blue flowers .... **9d.** ,,
ASTER FRIKARTI. A beautiful blue single Aster which flowers from August to late October .... **2/–** ,,
RED ROVER. Distinct in colour, being a deep shade of red with small flowers .... **1/6** ,
BEECHWOOD RAY. A strange colour, a dusky reddish tone .... **1/6** ,,
CHAS. WILSON. Rich clear bright pink .... **1/6** ,,

DWARF ASTERS.

A New Race of Dwarf Asters.

COUNTESS OF DUDLEY. 1ft. Pink, Oct. .... **1/-** each
LADY HENRY MADDOCKS. Free blooming; pale pink under 1ft. .... **1/6** ,,
MARJORIE. 9 inches. Compact: bright pink, the best, mid October .... **1/-** ,,
NANCY. Under 1 ft., pink .... **1/-** ,,
VICTOR. Very dwarf, pale lavender blue. Sept. .... **9d.** ,,
REMEMBRANCE. Pale lilac, 1½ ft. October .... **2/-** ,,
SNOW SPRITE
TOM TIT } For full description see list.
BAB BALLARD

MICHAELMAS DAISIES.

NEW VARIETIES.

EVERY VARIETY IN THIS LIST IS OF MY OWN RAISING

(except on page 3)

"PETUNIA." 3 to 4 feet. Mid-season

This variety forms well shaped dense pyramids of neat growth, the flowers are semi-double and the colour of a deep purple-red Petunia, produced in great profusion. An exceptionally attractive variety, the varying shades of colour in the buds and flowers being charming.

5/- each.

"SUN-KISSED." 4 feet. Mid-season.

Medium sized flowers of a very unusual shade of pale pink combined with buff yellow. Quite a distinct colour with nice habit.

2/6 each.

"TOM TIT." A **DWARF** variety, about one foot high or less.

Neat growth with large pale lavender single flowers. This variety has the largest flowers of any of the new dwarf race.

2/- each.

OTHER NEW VARIETIES :

"AMETHYST."
"DAZZLER."
"MAMMOTH."
"BLUE PLUME."
"RADIANCE."

are extra fine and of outstanding merit, and are strongly recommended.

Full particulars of each will be found in this List.

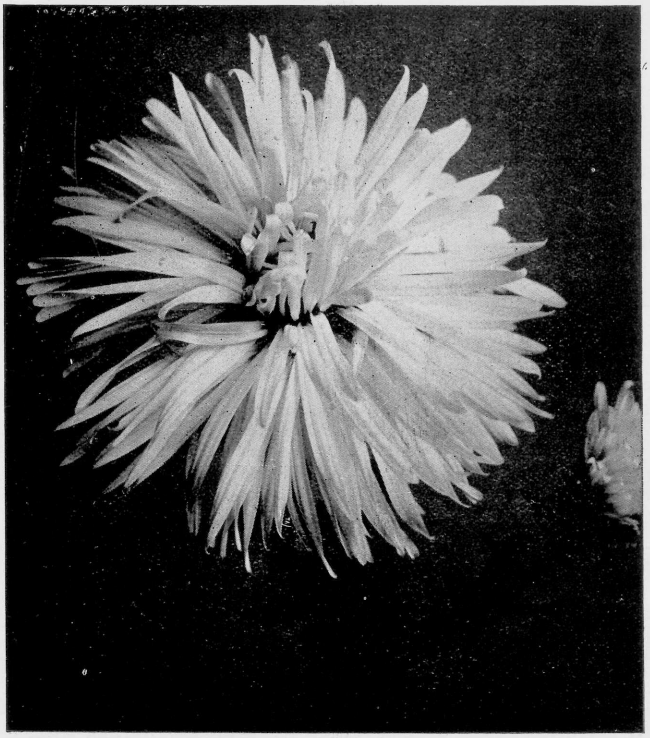
THREE PHOTOGRAPHS
(NATURAL SIZE)

ILLUSTRATING
DIFFERENT TYPES OF

NEW VARIETIES.

"QUEEN OF COLWALL," A.M

"ROYAL BLUE," A.M.



"GREY LADY."

"QUEEN OF COLWALL," A.M.
A single lavender blue, of **great size,** with **abundance of rays.**

"ROYAL BLUE," A.M.
Very rich dark blue, with **deep cup** and golden disc.

"GREY LADY."
Semi-double, pale opal French grey loose Japanese Chrysanthemum type.

GENERAL LIST.

NOTE.—An Alphabetical List will be found on page 2.

HEIGHT.—Stated as **Dwarf** (2 ft. to 3 ft.); **Medium** (3 ft. to 4½ ft.); **Tall** (4½ ft. and upwards).
SEASON OF FLOWERING. –**Early** (Early September); **Mid-Season** (Late September); **Late** (October).

"AMETHYST." (NEW). 3 to 4 feet. Mid-Season.

At last I am able to offer an almost double aster in a **deep purple-blue** colour. There is nothing like it. The flowers are large and very attractive, all those who admire asters will not be satisfied until they possess this very beautiful variety.

5/- each.

"ANITA BALLARD," A.M. Medium. Early.

A striking variety of splendid habit, producing a great profusion of flowers, two inches in diameter most **elegantly recurved.** Colour: an exquisite wistful shade of **soft china blue.** The abundant broad ray-florets are of great substance, their pale curved silvery undersides giving a charming effect. Must be included in the smallest collection.

1/- each. **3** for **2/6.**

"BAB BALLARD" Height under six inches. October flowering.

This is an entirely new departure, being a **DWARF NOVI-BELGII** aster which only grows six inches high, with neat leathery foliage. The flowers are large and a very pleasing lavender **BLUE** colour. The plant is suitable for the Alpine rock garden, giving a patch of colour at a dull time (*see illustration*).

2/6 each.

"BEAUTY OF COLWALL." F.C.C., R.H.S.

This Aster is now so well known that it hardly needs description. In the great Aster trials at Wisley in 1907 over 300 varieties were grown and "Beauty of Colwall" received the **only First-class Certificate** awarded by the unanimous vote of the Floral Committee.

Flowering the end of September, 4 to 5 feet. Infloresence a fine rigidly branched pyramid, colour deep lavender blue, very double on opening, and remaining so for many days.

9d. each. **3** for **2/-.**

"BEES BLUSH."

Medium. Early. A single clear pink, with rather narrow rays, a **most profuse** bloomer and strong grower. **9d.** each. **3** for **2/-.**

"BLUE EYES." A.M. 3 feet. Late.

A gorgeous new **blue** Aster. Strong pyramidal branching growth. The flowers are **large, single,** of a **deep rich blue** colour, with small eye. Without doubt the best blue yet raised. **1/-** each. **3** for **2/6**

"BLUE GEM," A.M. Medium. Late.

Although it is now some years since I raised this aster it is probably still the truest blue, at any rate it is so blue, and has such a good habit, that it should be included in any collection.

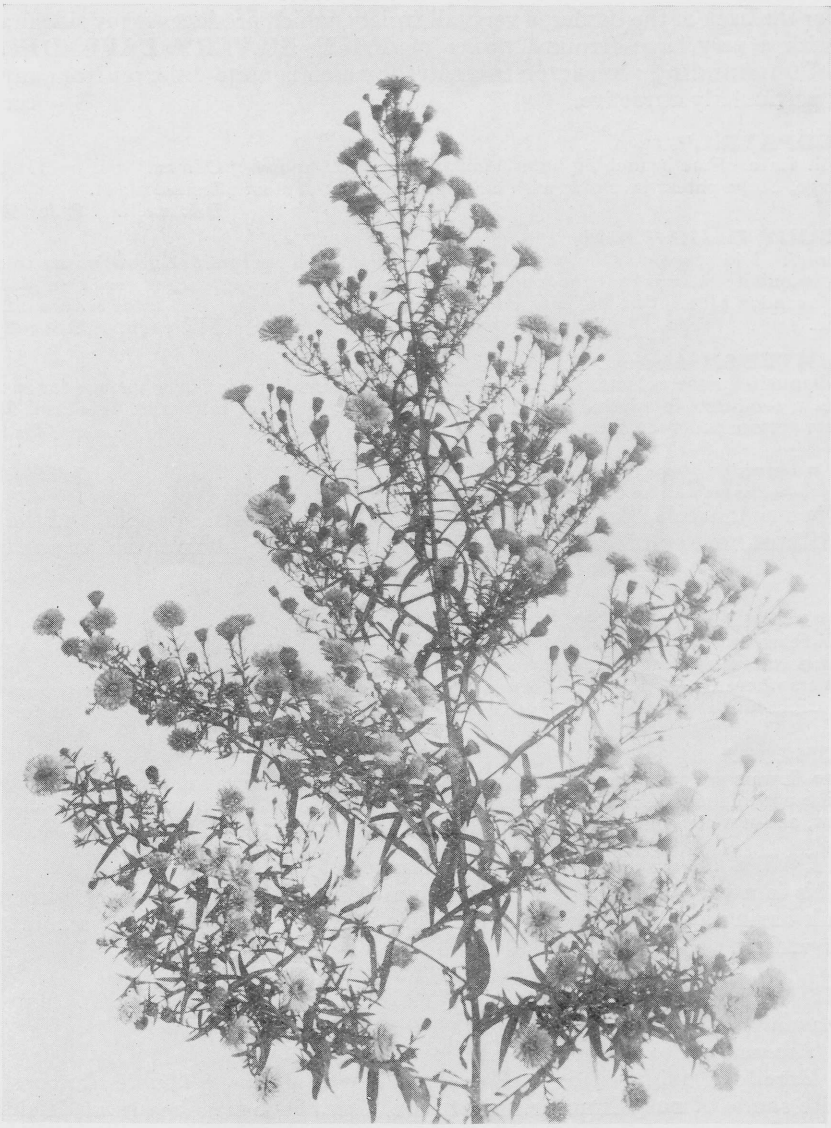
1/6 each

"BLUEJACKET," A.M. 2½ft. Early.

A neat growing semi-double very **deep blue-purple** in colour. The flowers are over an inch across and are produced very freely. An excellent border variety, and most attractive in every way, and is very **strongly recommended. 3/6** each.

"BLUE PLUME." 5ft. Late Flowering.

A tall stately but graceful Aster which displays its numerous **almost double flowers** in plume-like masses. The colour is a **deep blue-purple,** each flower forming a dainty neat boss. The light growth, almost black stems and very dark buds add to the beauty of this variety. **5/-** each.



"DAZZLER"

(NEW).

Small leaves, light rigid growth, 4ft.

Flowers a **brilliant rose-red** with carmine buds.

"CANDELABRA." 6 ft. Early to mid-season.

For the back of the border, a very tall variety, which produces many side branches, each with a very large terminal flower of **PALE SILVERY LAVENDER.** A plant of **outstanding character in growth,** which is quite different from any other, and is particularly attractive. **3/-** each.

"CLEOPATRA."

Tall. Late. Fine branching habit, similar to the well-known "Climax," but freer. Flowers very large, of the palest lavender with large golden disc. A most effective plant.

9d. each. **3** for **2/-.**

"CLOUDY BLUE." A.M.

Dwarf. Mid-season. Of wonderful rigid but splendid pyramidal growth, so thickly set with its exquisite blooms that the whole plant is covered. Flowers large, very semi-double, of a pale lavender blue. The delicate colour and exquisite beauty of the flowers are difficult to describe. **9d.** each. **3** for **2/-.**

"COUNTESS." Medium. Early.

A beautiful rose colour. Some of the many rays remain folded over the eye for some days giving it a semi-double appearance. A very decorative Aster and **lovely in artificial light.** A moderate grower and **very free flowering.** **2/-** each.

"DAZZLER." (NEW) 4ft. Early (*see illustration, page 7*).

Open rigid freely branched growth. The flowers are semi-double, and the colour is a **brilliant rose red.** It is a new shade of colour, a great advance, and an outstanding plant. **5/-** each.

"DICK BALLARD," A.M.

Mid-season. Dwarf. A quite distinct variety, **perfect in habit and growth for the border.** The erect growth is **peculiarly neat** and compact. The whole plant is smothered with large, double rosy-pink flowers, with **bright rose-red centres**—most distinct and attractive. Very strongly recommended. **1/-** each. **3** for **2/6.**

"DUCHESS." 3½ ft. Late.

The flowers are **very large** and single. The ray Florets are rounded at the tips forming a ruffle-like appearance. Colour, pink with a heliotrope tinge. The **growth is perfect,** upright and neat, and not straggling. Excellent for cutting or market. **9d.** each, **3** for **2/-.**

"ELIZABETH BRIGHT." 3ft. Early.

This is a very charming plant with semi-double flowers of a **lovely pink shade,** the pink having a yellow tinge in it, which is most attractive and uncommon. A fine border variety. **1/6** each.

"EMPRESS OF COLWALL," A.M. (*see illustration opposite*). 4 to 4½ feet Mid-season.

The nearest to a **real double** yet raised.

Excellent habit with fine small foliage and large double flowers of an exquisite shade of **rosy lilac or heliotrope.** One of the most beautiful Michaelmas Daisies ever seen. **1/6** each.

"ETHEL BALLARD," A.M.

Mid-season. Tall. **A beautiful single pink Aster.**

The growth is in strong upright sprays, flowering all the way up and not flat topped, the flowers are **large** and single in **great abundance,** their colour a most **exquisite soft shell pink.** It is a fine plant, and seen in artificial light is superb. The roots are compact in growth with no runners, and increase is slow. **9d.** each. **3** for **2/-.**

THE BEST "DOUBLE"

"EMPRESS OF COLWALL," A.M.

"FREEDOM," A.M. 4 to 5 feet. Mid-season.

A very **free** growing and **free flowering Aster,** somewhat after the style of "Climax," blooming **three weeks earlier.** It produces masses of very large, quite single flowers, with good eye and clean cut rays. The colour is a shade of lavender blue. Light bluish violet (Rép de Couleurs A beautiful variety which has a peculiar attraction for butterflies. Excellent for cutting.

9d. each, **3** for **2/-.**

"GREY LADY." (*see illustration*). Medium. Early.

The flowers of this variety are large and semi-double, with **very long ray-florets** arranged so loosely that they resemble a Japanese Chrysanthemum. An exquisite soft shade of **opal grey.** It is impossible to imagine a more **profuse bloomer.** Excellent for cutting.

9d. each, **3** for **2/-.**

"HEATHER GLOW," A.M. Tall. Late.

A very robust strong grower. The flowers, which are two inches or more in diameter, have a wonderful **deep fringe of rays** of a **fine rose colour,** with large golden eye, and are of such great substance that one hardly thinks it is an Aster. **1/-** each. **3** for **2/6.**

"LAVENDER." Medium. Very Early.

The first to bloom and one of the best. Strong erect branching growth. Flowers **very large,** semi-double. Colour rich **Lavender,** a fine early border variety. *The Times* says: "the variety 'Lavender' an improvement, apparently, on the well known Climax." Excellent for cutting or market. **9d.** each, **3** for **2/-.**

"LADY LLOYD." Medium. Early.

A single **rose pink,** which is always much admired. Very strong grower, lasting out a long time. In the border it must be checked, as it spreads rapidly. **9d.** each. **3** for **2/-.**

"LITTLE BOY BLUE," A.M. Very dwarf. Early.

A great novelty. **Neat upright little pyramids,** completely smothered with semi-double deep blue flowers, and described in the Press as by far the **best blue yet raised.** It is a miniature gem in asters, and is suitable for pot culture if desired. Buyers of this variety must not expect large roots, as they are naturally small. The roots supplied are full size and have flowered this Autumn. **1/-** each.

"LITTLE PINK LADY," A.M. Dwarf. 2ft. Late. (*see illustration page* 11).

A **dwarf bushy** variety with **large semi-double deep pink flowers.** It is an exquisite pink colour, and is wonderfully free blooming. A distinct novelty, which should be planted in front of the Aster border.

1/- each.

"MAID OF ATHENS," A.M. 4 feet. Mid-season.

The flowers are large, 2 inches in diameter, single, with broad rays of a **glorious rich rose pink.** The growth is **very robust,** forming a tall sturdy branching pyramid, flowering profusely. A lovely thing, strongly recommended. **9d.** each.

"MAGGIE PERRY." A.M. Medium. Mid-season.

A delightful shade of soft mauve. *Horticultural Adviser*:—"Very large flowers in immense trusses; one of the most distinct and striking novelties in the family." **9d.** each.

A DWARF ASTER—"SNOW SPRITE"

Photograph of one of many single plants growing in open field, not eighteen inches in height, and forming a bush flowering to the ground with no supporting stake.

A CHARMING ASTER—"LITTLE PINK LADY," A.M.

A single plant growing in open field.

"MISS EISLE." Medium. Mid-Season. One of the largest. It forms loose branching heads smothered with single lavender blue Flowers, the **ray-florets** of which are of **great length.** A distinct variety. **1/6** each.

"MAMMOTH." (NEW). 5 to 6 feet. Mid-season.

(*see illustration opposite*).

Vigorous upright growth with long side sprays, ideal for cutting. The flowers are **the largest of any aster,** semi-double with many long, **broad rays,** of a most lovely warm lavender shade. The many huge flowers cover the plant in a mass. It is quite the finest aster I have raised.

7/6 each.

"MARGARET BALLARD," A.M. 3 to 4 feet. Mid-Season.

The **flowers are very large, semi-double,** well displayed on the sprays. I am at a loss to describe the colour, it is one of those shades which varies in different lights and with age. Some shade of **bright** rosy mauve or pink magenta (!) **A gorgeous colour** that should be seen. The habit is ideal, it forms a small leafed, branched pyramid on which the flowers open simultaneously. **9d.** each.

"MARS." 2 to 3 feet. Mid-season. Well shaped branched plants with good habit, **Flowers large,** with many rays. A delightful shade of **pink.** **2/-** each. A very fine variety.

"MOTHER OF PEARL." Medium. Late.

Immense single flowers, colour a very pale soft mauve, with **light silvery shades,** the eye is green on opening and produces a pleasing contrast. A very vigorous branching grower, a most distinct and valuable late variety. **9d.** each.

"MOUNT EVEREST" 6 ft. Mid-season (*illustrated page* 19).

A **wonderful White Aster**, and by far the finest and best White Aster. It forms very **tall** well shaped **pointed pyramids,** with an abundance of lateral growths, which flower right down to the ground. The flowers are **large and dead white** with a very small eye. **1/- each.**

"MRS. GEORGE MONRO." A.M. 4 feet. Early October.

The growth is upright, and very robust. The flowers, 2 inches in diameter, are in profusion and well displayed. Some of the buds may in opening show a faint pink shade, but when the sun fully expands them and they are quite out, they are a **perfect white.** **9d.** each, **3** for **2/-.**

"MULBERRY." 5ft. Late.

A tall **late flowering** aster with a very graceful habit, the flowers are large, single, and of a **rich mulberry colour,** with deeper shaded buds, making a most striking and attractive variety, a very valuable late border plant. **1/-** each.

"MAMMOTH."—(ACTUAL SIZE).

"NANCY BALLARD," A.M., R.H.S., F.C.C., Edinbro.' Medium. Mid-Season.

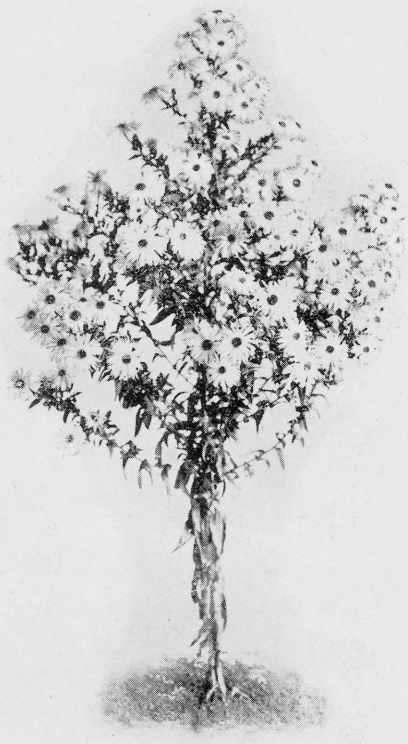
Much branched rounded heads, smothered with semi-double flowers of exceptional beauty. The colour a rich purplish mauve or shade of Bishop's violet purple (Rep de Couleurs), *a very charming variety*, with compact root growth and neat habit. **9d.** each. **3** for **2/-.**

"OCTOBER DAWN," A.M.

Dwarf. Early October. (*See illustration.*)

This is a wonderful variety. If grown on a single spike it forms a neat pyramid **completely covered** with large bright lilac-mauve flowers. The flowers are very **large,** single, with **long rays** much resembling the finest AMELLUS varieties, but without their stiffness. One of the very best

I strongly recommend this variety, it has all the good points, and no bad ones. It is immune against mildew. **9d.** each. **3** for **2/-.**



"OCTOBER DAWN," A.M.

"PEGGY BALLARD," A.M. Medium. Mid-season.

This is like a small "Beauty of Colwall," only the semi-double flowers are a more rosy lavender.

9d. each. **3** for **2/-.**

"PETUNIA." (NEW) *see page 4.*

'PINK PEARL." 4 to 4½ feet. Early flowering.

It is a strong upright grower of excellent habit, **with very large,** single, beautifully fringed flowers, of a pale **delicate pink shade** the rays are broad and incurved, and the eye very small. **1/6** each.

" PURPLE EMPEROR." Dwarf. Early.

Flowers large, numerous, **semi-double.** Colour, a **beautiful rich purple.** The buds are a very dark colour, and the stem a black purple. A most striking and handsome variety. Does not form large roots. **2/-** each.

" QUEEN OF COLWALL," A.M. (*See illustration.*)

Very tall. Mid-season. **Enormous Flowers,** semi-double, pale lavender. the rays are beautifully curved and twisted, giving the flowers a charming effect. A most striking variety which should be planted at the back of the border.

1/- each.

" PINK PEARL "

VERY LARGE PALE PINK.

"QUEEN ELIZABETH." A.M. 3½ feet. Mid-season.

An **excellent rigid upright growth,** with many neat light branches. The flowers are **large pure white** with good eye. The rays are quilled and twisted, forming a **charming white ruffle,** hence the name. **9d.** each, **3** for **2/-.**

"RACHEL BALLARD," A.M. Dwarf. Early.

Grows in a remarkably dense **neat pyramid,** perfect in shape, and is literally covered with medium sized flowers, of a delightful **lilac.** The flowers last a long time and **retain their double appearance.** **1/-** each.

"RADIANCE." 4ft. high. October.

The colour of this new Aster is outstanding. A **dark rich Pink,** and the flowers are large and semi-double. To those who admire the pink and reddish shades, this fine border variety is indispensable. **5/-** each.

"ROSETTE." 4 feet. Late.

A late flowering semi-double Aster, producing rosette-shaped flowers of a **deep pink** colour, shading to dark pink in the centre, resembling a small button Chrysanthemum. It lasts out an exceptionally long time and stands rough autumn weather without damage. **1/6** each.

"ROSY MORN." Medium. Early.

A single **free flowering, soft pink.** I raised this variety ten years ago, but have only recently realized its value. It is a lovely colour, and a good grower. A plant I strongly recommend, especially for those who like the pink shades. **1/-** each.

"ROYAL BLUE," A.M. (*see illustration*). 3 feet. Early.

The flowers are a **rich deep purple blue,** apparently double at first, they afterwards open forming a **distinctive cup,** with golden disc at the bottom. It is a strong grower. In any collection this variety stands out far ahead of all in colour. **1/-** each.

"RUBY TIPS," A.M. 4 feet. Mid-season.

Upright growth with single **rich rose coloured** flowers of a most beautiful and uncommon shade. The buds and flowers on opening are a **brilliant ruby red,** and the colour of the whole plant perfectly wonderful in artificial light.

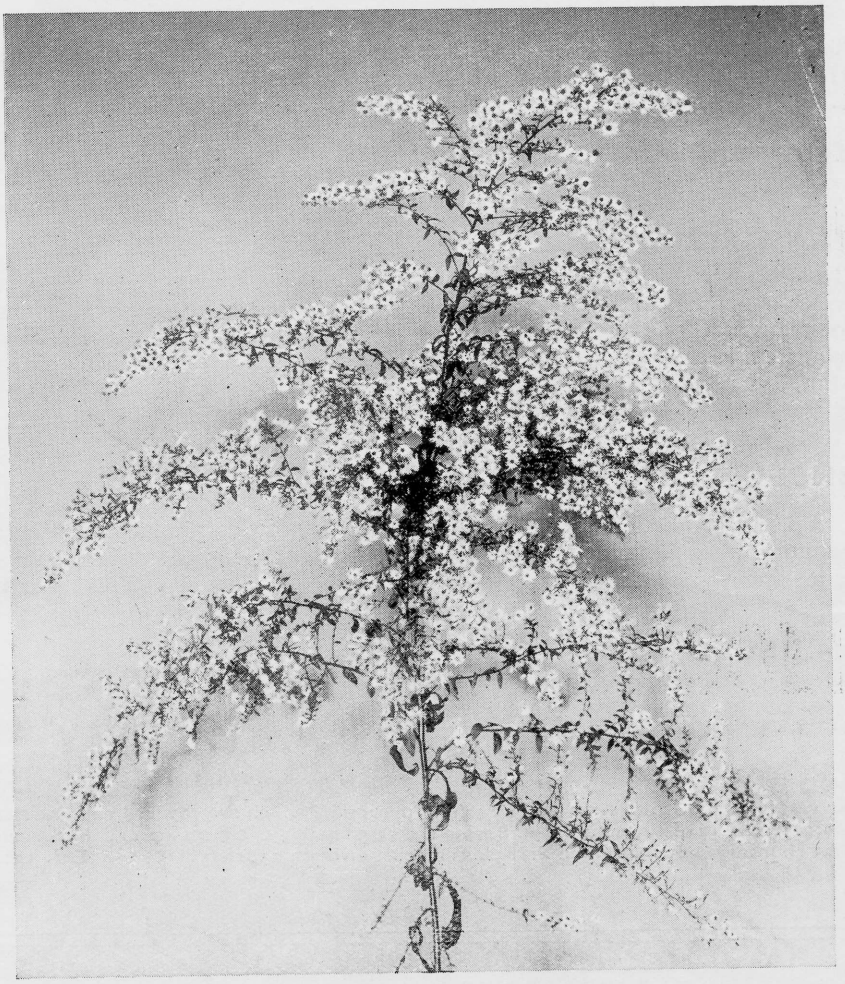
The eye is bright yellow, and the plant lasts out in bloom for an exceptionally long time. I consider this variety quite unique, there is nothing like it. The roots form no runners and are of compact and slow growth. **2/-** each.

"SILVER SPRAY," A.M. 5 feet. Early October.
(*see illustration page* 17).

This Aster belongs to the Cordifolius section, **and is the finest of all.**

The growth and habit of this plant is remarkable. From the central stem it throws out **long arching sprays,** which are smothered with **thousands** of small very pale lilac flowers, producing a graceful, dainty and most charming effect. **2/6** each.

THE BEST CORDIFOLIUS VARIETY.



"SILVER SPRAY," A.M.

(CORDIFOLIUS).

Spike 5 feet high and 3 feet across.

"SNOWDRIFT," A.M. Medium. Early. Branching pyramids of large **snow white semi-double** flowers. It is the first white to bloom, is excellent for cutting and should be included in any good collection. **9d.** each, **3** for **2/-.**

"SNOW SPRITE." Very dwarf. Mid-season. 1 ft. to 1½ ft.
(*see illustration page 11*).

This is a new type of Novi-Belgii aster. It has a **very dwarf branching habit,** and flowers freely when only one foot high. The foliage is dark green, and the **semi-double white** flowers are produced in profusion down to the ground. Charming in the front row of the aster border, where it **needs no tying up,** or for wind-swept positions. **1/-** each.

"STRAWBERRIES AND CREAM." Height 4ft. Mid-season.

This is a very striking variety with light branching growth. The colour of the flowers is a new shade in Asters, being a **delicate CLEAR PINK,** without any blue or mauve. The flowers are cup-shaped, and the arrangement of the sprays on the main stem is particularly graceful. Those who have seen this growing have given it unstinted praise.

2/- each.

"SUNSET GLOW." 4ft. Early flowering.

A neat growing Aster with good habit. The flowers produced in September are medium in size, abundant, single, of a very **rich deep pink,** its strong colour making it very attractive. **3/6 each.**

SUN-KISSED (NEW) *see page 4.*

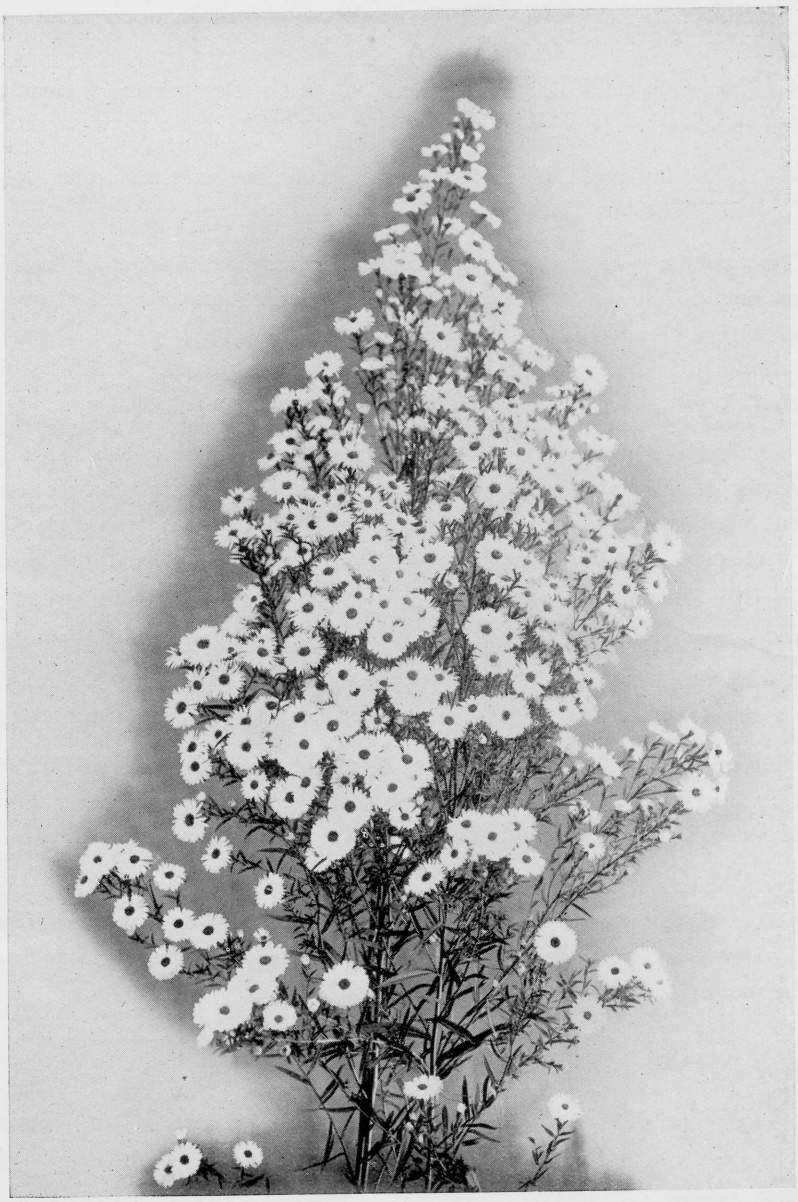
TOM TIT (NEW) *see page 4.*

"WONDER OF COLWALL," A.M.
Early. Medium. Growth in erect branching pyramids, which are covered with **beautiful pale blue** flowers of enormous size, having a **deep fringe of rays** and handsome gold disc. An enormous advance and a first-class market or border variety. **9d.** each.

CORDIBELGII. (*A new Section.*)

"PIONEER." This is a **cross** between Cordifolious and Novi-Belgii, and is entirely a new departure ; it forms a branching bushy plant 2½ feet high and carries a profusion of good sized single **clear pink** flowers. The pink colour is distinctly good, and the flowers are very neat, with fine gold disc. It is a real pink daisy, and flowers very early in September. **1/-** each.

A GIANT ASTER.



"MOUNT EVEREST."

Seven feet **pure** White Pyramids.

A FEW BRIEF HINTS ON CULTIVATION.

Planting can be done any time between the end of October and the end of March, provided the weather is open.

Native Michaelmas Daisies are swamp plants, they are moisture lovers, therefore if possible plant in a damp situation.

They will grow almost anywhere, but prefer a stiff loam or even clay; if however only a hot dry situation is available, much may be done by giving the plants a spring mulching of long manure, or anything (mowing grass) that will help to retain moisture and keep the roots cool during the summer. In dry times they will benefit by a thorough soaking of water, but it is not necessary.

I cannot too strongly urge growers if they wish to get the best results, to allow at most **not more than two or three stems** on each plant to flower, one stem is sufficient (see illustration on opposite page). Cut out all others and do not allow a score of stems to grow up, one stem will give **more blossom**, **finer flowers,** and better shaped plants. **YOU DO NOT WANT A " CLUMP "** with many stems.

It is best to lift all the stronger growing varieties every autumn or spring, and replant only the **strongest outside shoots,** discarding the middle of the plant, by so doing they are kept vigorous and healthy, and free from disease.

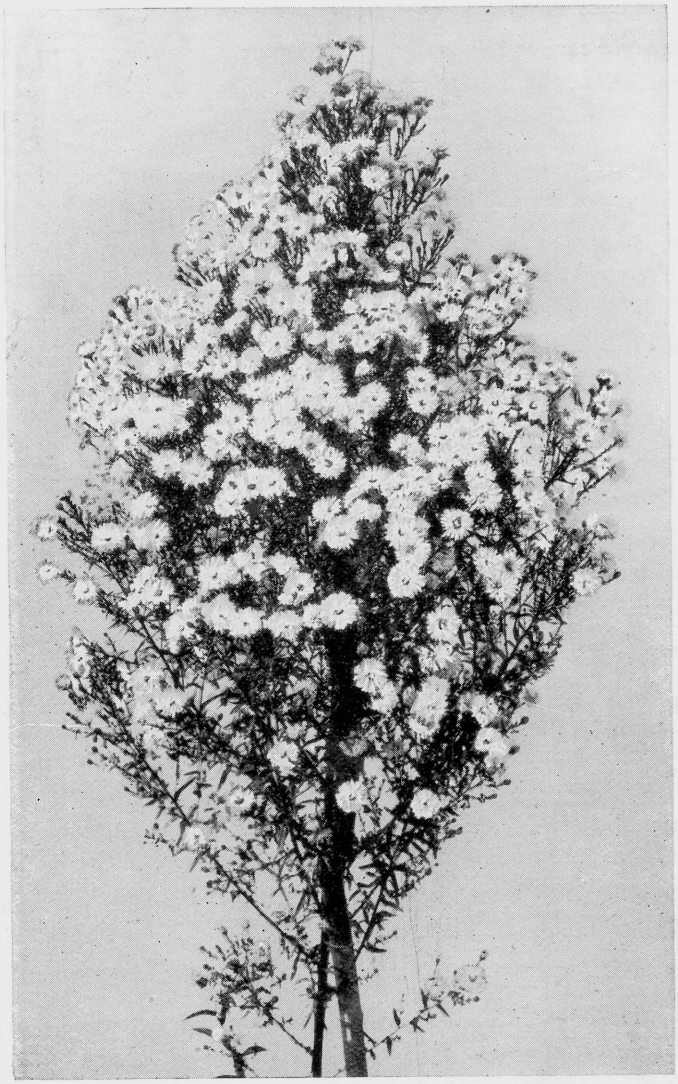
Tying up is of great importance. Use a strong stake for EACH stem, this should be done early in the summer when they are one or two feet high, before the side sprays have developed, in this way the stakes will be hidden (see illustration).

Give all the room between each plant that is possible anything up to three feet apart. **Keep a sharp look out for slugs, especially when first planted.** Powdered alum, or a saturated solution, sprinkled or watered over the root will kill all slugs and not injure the plant.

And I must work thro' months of toil,
And years of cultivation,
Upon my proper patch of soil,
To grow my own plantation.

I'll take the showers as they fall,
I will not vex my bosom ;
Enough *if* at the end of all,
A *blaze of Asters* blossom.

With apologies to Alfred, Lord Tennyson.



Photograph of a SINGLE STEM growing in open field, showing the advantages of this system, over that of growing a number of spikes, and also how a single stake for support if put in early, becomes invisible.

I have endeavoured in the foregoing description to state the actual facts, omitting extravagant and exaggerated accounts.

Every possible care is taken that all plants sent out are true to name.

A notable and valuable characteristic of many of these new Asters is that the roots form neat compact clumps, they do not form runners and spread in weedy fashion.

Planted anytime between November and the end of March, there is certain assurance of a superb display of bloom the following September and October.

Where plants are priced at 9d. each, three will be supplied for 2/-; those priced 1/-, 3 for 2/6; those priced 1/6, 3 for 4/-.

THIS REDUCED PRICE ONLY APPLIES WHEN ALL THREE PLANTS ARE OF THE SAME VARIETY.

When 6 of any one variety are ordered, half the price of one will be allowed.

When 12 of any one variety, the full price of one will be allowed.

Cases, Packing, and Railway carriage charged at actual cost.

As a guide, one or two dozen roots can be sent up to about 100 miles for 1/6 or thereabouts including all expenses.

It is quite possible that lower prices than those quoted may be found elsewhere for some of the foregoing varieties, but I claim that all the plants I send out are true to name, and that the roots supplied are strong established plants, that will with ordinary care, flower well the first autumn after planting.

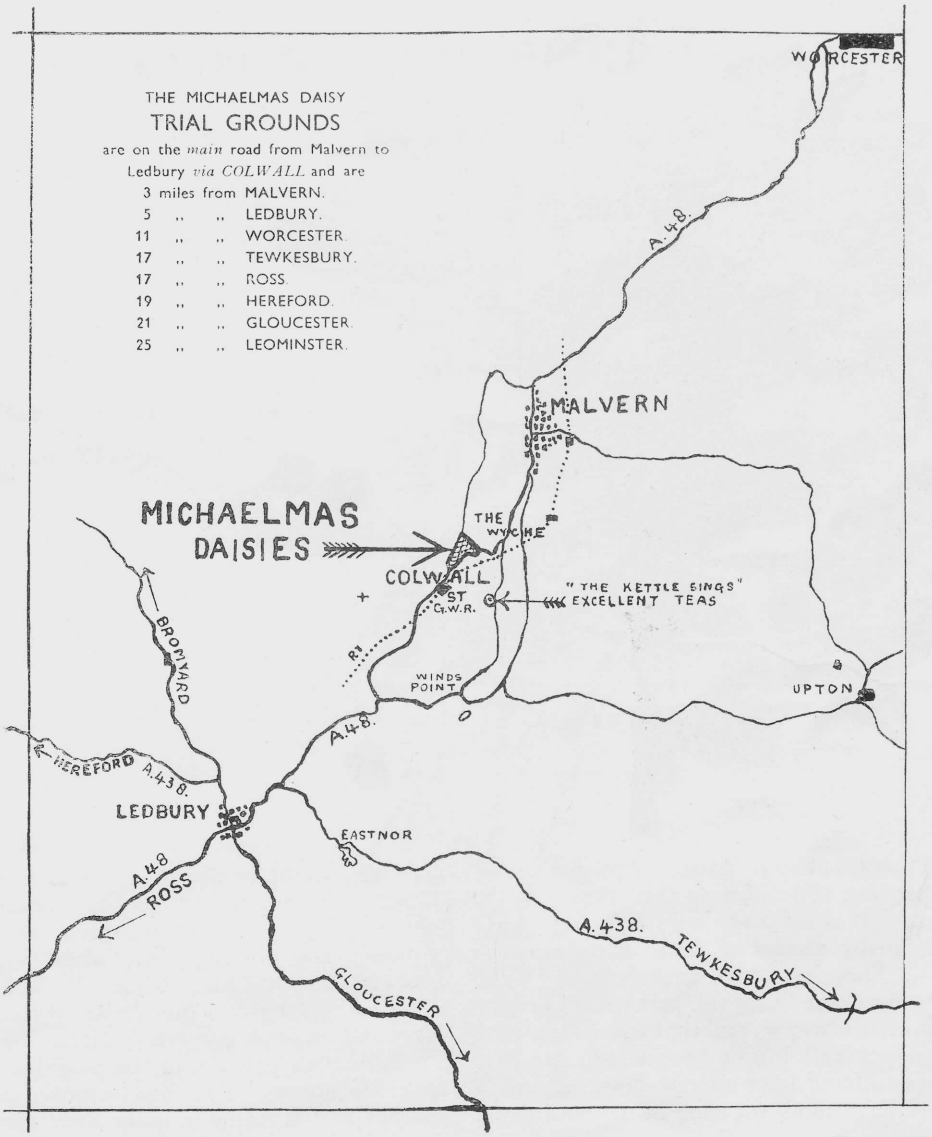
All my varieties are increased by the natural division of the roots in the natural way, I do not propagate by forcing, and striking the tips of the young growths. I believe that system, though it is the one generally practised, to be wrong, it has the advantages of rapidity only, but it is a system of over-propagation, with the inevitable result that WEAK plants with a WEAKENED CONSTITUTION are produced, and disappointment results.

Every root I send out has already flowered and will grow and give good results provided slugs are not allowed to kill it before it gets hold.

The above facts are worth the attention of those about to buy.

O Painter of the fruits and flowers,
We thank Thee for Thy wise design,
Whereby these human hands of ours
In Nature's garden work with Thine.

WHERE THE MICHAELMAS DAISIES ARE GROWN.



MAP

showing where the Michaelmas Daisies can be seen.

They are usually at their best during the **last** week of September and the **first ten** days of October (not later).

The New 'COLWALL STRAIN' of

ECHINACEA PURPUREA

(*Rudbeckia Purpurea*).

Photograph of a single flower of the new strain

MUCH REDUCED IN SIZE.

THESE Photographs are produced to give some idea of the result of the many years I have spent in improving and selecting this flower, which I now claim ranks as a very attractive and fine garden plant. It is of easy culture, quite hardy, and the handsome flowers often six inches in diameter, in many shades of pink, crimson, and rosy-mauve are produced from early August until late Autumn. They last out an exceptionally long time and are very good for cutting. Height 2 to 4 feet.

Perhaps the most beautiful part of the flower is the cone centre ; this varies in colour, when young it is green or bronze, and as the flower ages it enlarges and becomes gorgeously tinted with metallic shades of copper and bright brown-red, attracting any butterflies that are in the neighbourhood.

All plants offered have already flowered, and are large and strong. They can be moved in Autumn or Spring. I have them growing in dry and damp positions and it seems to make little difference.

Selected extra fine types. Showing all the latest advances in different shades of pink, crimson and rosy-mauve, a great variety of colours.... **4/-** and **5/-** each.

Selected fine types. Good, but not quite equal to the above .... **2/-** ,,

Nice handsome plants. Good border varieties .... **1/-** ,,

THE OLD TYPE of

ECHINACEA PURPUREA

This is the old type of plant, with a few small, narrow, drooping petals of a poor dull purple or puce colour, of which I have none to sell.

On the next page will be seen the result of 20 years selection and cultivation.

NEW TYPES of the

'COLWALL' STRAIN.

ONE-THIRD NATURAL SIZE

NOTE The increase in the **SIZE OF FLOWERS.**
The increase in the **NUMBER** and **WIDTH** of petals (ray florets).
The absence of the faded drooping habit, owing to rigid outstanding petals.

Unfortunately the photograph does not show the wonderful improvement in the colours, the beautiful pink, silvery-pink, and rose shades.

Commandments of the Flowers

THOU shalt learn to KNOW the WILD FLOWERS of thy STATE.

THOU shalt LOVE them and CHERISH them.

THOU shalt consider the places where they grow as thy GREAT GARDEN, and make it thy aim to PROTECT it.

THOU shalt gather no more than thou cans't USE.

THOU shalt remember the SEEDTIME of another year, and the joy of OTHERS who are to look upon the flowers.

THOU shalt pass along thy KNOWLEDGE of them, that they may find favour with the CARELESS OBSERVER.

THOU shalt learn from them the GRACE of LINE and the HARMONY of COLOUR.

THOU shalt consider carefully how the SUN and the WIND and the RAIN join hands in completing their beauty for thee.

THOU shalt PRESERVE them in thy MIND and in thy HEART as a great LESSON from NATURE'S BOOK.

THOU SHALT NOT DESTROY, but shalt use thy best KNOWLEDGE to bring TWO BLOSSOMS to the COMING YEAR where LAST YEAR counted ONE.

—LENA SCOTT HARRIS, Los Angeles

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SOLIDAGO x BALLARDII

(The Golden Rod Family).

This new plant was given an

AWARD OF MERIT

by the Royal Horticultural Society.

It is the result of a cross between two Solidagos, and is in every way a very great advance.

It is a robust grower and perfectly hardy. During August and September it produces **enormous heads** of bloom three to four feet high, carrying many laterial side sprays, all uniformly smothered with **thousands** of **RICH CLEAR YELLOW FLOWERS** which are individually **much larger** than those of most Solidagos. It is a most striking and handsome garden plant, of excellent habit. The best results will be obtained by frequently dividing the root, and only allowing two or three spikes to flower on each plant.

STRONG FLOWERING ROOTS, 1/- each.

ALPINES.

I do not grow a general collection of Alpines, but I have a number of choice and less known varieties, a list of which will be sent to those interested. Also a list of little known PERENNIALS.

SOLIDAGO x BALLARDII, A.M.,

Photograph of a single spike.

THE LITTLE MAN IN BLUE

AND OTHER SKETCHES.

by ERNEST BALLARD.

Author of " Days in My Garden."

2/6 *post paid.*

A charming collection of sketches describing the beauties of the countryside and portraying the life of those who dwell there and till the soil. Here are no impossible people doing impossible things, but rather a picture of " a bold peasantry " and the delightful rural environment of English scenery.

A FEW PRESS OPINIONS.

A collection of short sketches of country life ; pictures of landscape, clouds and skies, flowers and trees, birds and insects, with a few studies of human character. Nature is presented with insight and a good deal of simple charm." *The Times Literary Supplement.*

" This little volume of modest essays makes fascinating reading and describes the life of the countryside with kindliness and affection. One especially likes the writer's sturdy defence of the slow-witted countryman, so often made the butt of unfair caricature.

The quiet, musical English of these essays often forms a verbal melody of ever-growing charm." *Sheffield Independent.*

" The evident joy in fashioning these little essays, shown in the deft simplicity of phrasing, contributes greatly to their charm. A loving observation and clear chronicling of the smaller intimate things of life becomes rarer every day. The reader who would seek escape from the drive and turmoil of city life may find in these pages wafts of fresh breezes to fan away his weariness, and the calm of an English countryside so delightfully portrayed as to exorcise the clash of overwrought nerves and restore the peace of mind he so desires."

Nottingham Journal.

THE LITTLE MAN IN BLUE.

by ERNEST BALLARD.

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WILLIAMS & NORGATE LTD., 28 LITTLE RUSSELL ST.,

LONDON, W.C.1.

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by ERNEST BALLARD.

.....THE SUNSET RAYS
FLAME-FLUSH THE SCOTCH FIR BOLES.....

"The writer is perhaps at his best in dealing with the more delicate less obvious wonders of natural beauty—the decoratve vegetation on tree-boles, the use of black in nature's colour scheme, the signs of life in winter woodlands. He loves the dog's mercury, 'thrusting up its fresh green heads, cleverly bent in loops of strength,' and gives us nine minute photographic views of the early stages of its development. Nor are the numblest living creatures of the soil neglected; new to most of us will be the strange history of the oil-beetle, and 'the weird entanglement which connects its life with that of the humble-bee.'"
The Bookman.

ORANGE TIP BUTTERFLY ON LADY'S SMOCK

"Mr. Ballard's book will be welcomed by all lovers of Nature. It is a *pot-pourri* of beautifully taken photographs, scraps of scientific information, quotations, and the reflections and observations of an experienced observer with a gift of picturesque language.....Its great strength is in the power of conveying love and admiration to others that a book like this possesses, and in its very numerous and beautiful illustrations."
The Literary World

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Containing most of the **newest** and **latest** introductions.

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Containing **new** and **recent** introductions, a cheap but excellent collection for a small garden or border.

All the above collections include some of the large flowered Double, Semi-double and Single varieties, in all shades of blue, pink and white. They are selected with care, and are eminently suitable for the border, due consideration having been given to growth, height etc.

UNNAMED SEEDLINGS.

I raise thousands of seedlings every year, but only about 1 or 2 per thousand finally prove to be advances worth naming. The remaining plants are on the average decidedly better and finer than many named and well known varieties. For those who wish to plant large drifts, or for naturalising, these roots are excellent and can be supplied at a very low price. Prices on application.

EXPORT ORDERS.

Generally speaking I am not prepared to export plants. The absurd regulations imposed by the British and Foreign Governments mean endless trouble and delay, and the rough treatment (Fumigation, etc.), enforced, results in damaged or dead plants arriving, for which I am blamed.

Orders for export must be of considerable value (minimum £4). I would suggest that anyone who wishes for smaller quantities of my varieties, and as is generally the case, is ordering other plants from different sources of supply, should arrange for all their requirements to be collected and forwarded by one packer.

Cases, Packing and Railway carriage charged at actual cost and averages about 1/6, or 2/- for long distances.

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ERNEST BALLARD,

COLWALL, near MALVERN.

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